



**RECEIVED**  
**CENTRAL FAX CENTER**

**MAR 04 2011**

Pillsbury Winthrop Shaw Pittman LLP

725 South Figueroa Street, Suite 2800 | Los Angeles, CA 90017-5406 | tel 213.488.7100 | fax 213.629.1033

**FACSIMILE**

Total Pages (including cover): 2

HOUSTON

LONDON

LOS ANGELES

NEW YORK

NORTHERN VIRGINIA

ORANGE COUNTY

SACRAMENTO

SAN DIEGO

SAN DIEGO-NORTH COUNTY

SAN FRANCISCO

SHANGHAI

SILICON VALLEY

TOKYO

WASHINGTON DC

Date: March 3, 2011

Must Be Sent By: ASAP

To: Examiner Marc Dzenski

Fax No: 571 270-6577 and 571 273-8300

Company: U.S. Patent Office

Phone No: 571 270-5577

From: Mark R. Kendrick

Phone No: 213.488.7253

User No: 14238

C/M No: 81674-249773

Comments:

Application Serial No. 10/071,571

Title: Method of Media Server Control

Dear Examiner:

RE 4 11 08

I have reviewed the January 20, 2011 Office Action and I would like to set up an Examiner interview regarding this application.

First, I will propose taking the configured language out of claim 1, as is shown below. I will amend this to identify that these instructions, when executed, cause the home media server to perform an action. I think this addresses your issues with claim 1.

A home media server content management and processing system, comprising:  
 an editing platform running editing software;  
 a database, contained in the editing platform, to store media producer specified multi-media content;  
 a set of downloadable instructions and data generated by a media producer to assemble an edited video program using a plurality of segments of the multi-media content;  
 a network to distribute the multi-media content, the set of downloadable instructions, and the data generated by the media producer to home media servers;  
 a home media server to receive the multi-media content, the set of downloadable instructions, and the data generated by the media producer from

If you have not properly received this fax, please call (213) 488-7577. Thank you.

Operator: \_\_\_\_\_ Time Sent: \_\_\_\_\_ Batch ID: \_\_\_\_\_

**Confidentiality Note:**

The documents accompanying this facsimile transmission may contain confidential information which is legally privileged. The information is intended only for the use of the individual or entity named above. If you are not the intended recipient, or the person responsible for delivering it to the intended recipient, you are hereby notified that any disclosure, copying, distribution or use of any of the information contained in this transmission is strictly PROHIBITED. If you have received this transmission in error, please immediately notify us by telephone and mail the original transmission to us. Thank you.

www.pillsburylaw.com



Pillsbury Winthrop Shaw Pittman LLP

725 South Figueroa Street, Suite 2800 | Los Angeles, CA 90017-5406 | tel 213.488.7100 | fax 213.629.1033

# **FACSIMILE**

HOUSTON

LONDON

LOS ANGELES

NEW YORK

NORTHERN VIRGINIA

ORANGE COUNTY

SACRAMENTO

SAN DIEGO

SAN DIEGO-NORTH COUNTY

SAN FRANCISCO

SHANGHAI

SILICON VALLEY

TOKYO

WASHINGTON DC

Comments (continued):

the editing platform via the network, wherein the home media server emulates assembly of the edited program using the multi-media content, the set of downloadable instructions and the data generated by the media producer, and displays the assembled edited program on a monitor,

wherein the downloadable instruction are configured, when executed, cause the home media server to search, bid for, obtain rights to, and obtain media content associated with the edited video program

I agree that the Novak reference does not disclose the limitation of "downloadable instructions configured to request a server to search for, bid for, obtain rights to and obtain media content associated with the edited video program," as you have stated on page 13 of the Office Action.

I also do not believe the Logan reference discloses the above identified limitation because I do not see where the Logan reference discloses that the server **bids for, obtains rights to and obtains media content** associated with the edited video program. I do not believe that the passages from Logan you have cited disclose this feature. More specifically, the passages just identify that data may be collected from a remote database and that a commonly shared server may send out content on demand.

Please give me a call at 213 488-7253 at your convenience to let me know when you are available for an interview.

## **Confidentiality Note:**

The documents accompanying this facsimile transmission may contain confidential information which is legally privileged. The information is intended only for the use of the individual or entity named above. If you are not the intended recipient, or the person responsible for delivering it to the intended recipient, you are hereby notified that any disclosure, copying, distribution or use of any of the information contained in this transmission is strictly PROHIBITED. If you have received this transmission in error, please immediately notify us by telephone and mail the original transmission to us. Thank you.

Regards,

Mark Kendrick

Reg. No. 48,468